

CLAIMS

What is claimed is:

- 1) A method for presenting data, comprising:
  - receiving the data; and
  - deriving a multi-level dynamic hierarchical structure for the data based on drilldown sequences input from a user, wherein the drilldown sequences automatically compute a graphical visual comparison of the data and comprise:
    - deriving a multi-pixel bar chart to display an aggregated data paradigm;
    - and
    - deriving a graphical illustration to display a data distribution paradigm.
- 2) The method of claim 1 wherein the graphical illustration is a multi-pixel bar chart.
- 3) The method of claim 1 further comprising drilling-down from the multi-level hierarchical structure to display both the aggregated data paradigm and the data distribution paradigm.
- 4) The method of claim 1 wherein deriving a graphical illustration further comprises providing a comparison of product sales with average product sales to derive a difference in product sales.
- 5) The method of claim 1 wherein deriving a graphical illustration further comprises deriving standard deviations between a plurality of products.
- 6) The method of claim 1 wherein deriving a multi-level dynamic hierarchical structure further comprises inputting preferences from the user for a plurality of different levels of the multi-level hierarchical structure.

- 7) The method of claim 1 wherein deriving a multi-pixel bar chart further comprises ordering a plurality of bars according to product ranking.
- 8) The method of claim 7 wherein ordering a plurality of bars further comprises arranging three consecutive bars to have a highest ranking and arranging three consecutive bars to have a lowest ranking.
- 9) The method of claim 1 wherein deriving a multi-pixel bar chart further comprises coloring pixels green and coloring pixels red, wherein the green pixels represent higher sales than the red pixels.
- 10) A computer-readable medium having computer-readable program code embodied therein for causing a computer system to perform a method of arranging data, said method comprising:
  - determining a set of attributes for placement of the data in a graphically displayable array comprising a plurality of pixels with each pixel encoded with a portion of the data; and
  - arranging the pixels into the graphical displayable array to illustrate both an aggregated data paradigm and a data distribution paradigm.
- 11) The computer-readable medium of claim 10 wherein said method further comprises constructing a multi-level hierarchical tree having a plurality of different levels to graphically illustrate at least a portion of the data.
- 12) The computer-readable medium of claim 10 wherein said graphically displayable array comprises an X-axis and a Y-axis.
- 13) The computer-readable medium of claim 12 wherein the X-axis represents a data category and the Y-axis represents a data value.

- 14) The computer-readable medium of claim 10 wherein each pixel is encoded with a color.
- 15) The computer-readable medium of claim 14 wherein the pixels are encoded with a plurality of different colors.
- 16) A computer system, comprising:
  - a bus;
  - a display device coupled to the bus;
  - a computer-readable memory coupled to the bus; and
  - a processor coupled to the bus, the processor executing code for:
    - receiving data;
    - deriving a multi-level dynamic hierarchical structure for the data based on preferences input from a user; and
    - navigating through the multi-level dynamic hierarchical structure using drilldown sequences input from the user, the drilldown sequences automatically computing at least one of a graphical illustration to display an aggregated data paradigm and a graphical illustration to display a data distribution paradigm.
- 17) The computer system of claim 16 wherein the graphical illustration to display an aggregated data paradigm is based on attributes from a previous hierarchical level.
- 18) The computer system of claim 16 wherein the data distribution paradigm provides a chart with multiple colors to visually signify changes in data distribution at a record level.
- 19) The computer system of claim 16 wherein the data distribution paradigm comprises a comparison of a dollar amount of product sales during a first period of time with a dollar amount of an average product sales during a second period of time.

- 20) The computer system of claim 16 wherein the data distribution paradigm comprises over one million data records.